AMENDMENTS TO THE CLAIMS

1-25. (Canceled)

26. (New) A system for selecting and delivering information relating to exhibits in a premise, comprising:

a server computing device having a communication component communicably coupled to a data communications network that provides data communications between the server computing device and a mobile computing device that receives and reports information that the server computing device sends to the mobile computing device wherein the server computing device (a) stores information relating to exhibits in the premise, (b) periodically determines a position of a mobile computing device within boundaries of the premise, (c) selects information specific to an exhibit in the premise if the mobile computing device remains near the exhibit for a specified duration of time, (d) sends the selected information specific to the exhibit to the mobile computing device, and (e) in response to movement of the mobile computing device, selects and sends general information relating to one or more other exhibits that are located in the general direction of movement of the mobile computing device.

27. (New) The system of claim 26 wherein the server computing device uses the periodically-determined positions to generate direction and rate of movement of the mobile computing device within the boundaries of the premise, and uses both (1) at least one of the direction and rate of movement of the mobile computing device and (2) the position of the mobile computing device to select information.

28. (New) The system of claim 27 wherein the premise has an indoor portion and the server periodically determines the position of the mobile computing device within the indoor portion.

29. (New) The system of claim 27 wherein the premise has an indoor portion and the server periodically determines the position of the mobile computing device within the indoor portion without using a GPS signal at the mobile computing device.

30. (New) The system of claim 27 wherein the premise has an indoor portion and the server periodically determines the position of the mobile computing device within the indoor portion using a radiofrequency triangulation system.

31. (New) A mobile computing device, comprising:

a position-determining component that periodically determines a position of the mobile computing device relative to time; and

a communication component that provides the position of the mobile computing device to a server computing device storing position-related information and receives from the server computing device a portion of the position-related information selected based on at least two of the position of the mobile computing device, the rate of change of the position, and the direction of change of the position.

32. (New) The mobile computing device of claim 31 wherein the position-determining component includes a GPS receiver that indicates a position of the GPS receiver on the Earth's surface, and the communication component is a data communication component that communicates via a cellular telephone network with the server computing device.

33. (New) The mobile computing device of claim 31 wherein the position-determining component employs radiofrequency-based triangulation to determine the position of the mobile computing device with respect to a specified position in a physical facility.

34. (New) The mobile computing device of claim 31 further comprising an information reporting component that reports the received position-related information.

35. (New) The mobile computing device of claim 31 further comprising an information reporting component that reports the received position-related information audibly.

36. (New) The mobile computing device of claim 31 further comprising an information reporting component that reports the received position-related information visually.

37. (New) The mobile computing device of claim 31 further comprising an information reporting component that reports the received position-related information audiovisually.

38. (New) A method performed by a computing device for delivering position-related information to a mobile computing device, comprising:

periodically receiving position information from the mobile computing device indicating a position of the mobile computing device;

retrieving position-related information based on at least two of a position, a rate of change of position, and a direction of change of position of the mobile computing device; and

sending the retrieved position-related information to the mobile computing device.

39. (New) The method of claim 38 wherein when the received position information indicates that the mobile computing device is near the position of an object for a period of time, selecting position-related information based on an identity of the object and the length of the period of time.

40. (New) The method of claim 38 further comprising selecting position-related information for sending to the mobile computing device based on an interest previously indicated by a user of the mobile computing device.

41. (New) The method of claim 38 further comprising selecting position-related information for sending to the mobile computing device based on dynamic data derived from the indicated position of the mobile computing device over time.

42. (New) A computer-readable storage medium storing computer-executable instructions that, when executed, cause a server computing device to perform a method for selecting and delivering information, the method comprising:

periodically determining a position of a mobile computing device;

selecting, from an information repository, information according to position and direction of movement of the mobile computing device; and

delivering the selected information to the mobile computing device via a data communications network wherein different information is selected and delivered to the mobile computing device based on whether the mobile computing device is determined to be stationary or moving.

43. (New) The computer-readable storage medium of claim 42 wherein the selecting further comprises selecting information based on a previously indicated category of interest of a user of the mobile computing device.

44. (New) The computer-readable storage medium of claim 42 wherein the selecting further comprises selecting information relevant to a specified time.

45. (New) The computer-readable storage medium of claim 42 wherein the selecting is based on a rate of change in the position of the mobile computing device.

46. (New) The computer-readable storage medium of claim 42 wherein the selecting is based on a rate of change in the position of the mobile computing device, the method further comprising, if the rate of change is determined to be at a walking rate, delivering granular information pertaining to locations within a walking distance.

47. (New) The computer-readable storage medium of claim 42 wherein the selecting is based on a rate of change in the position of the mobile computing device and wherein if the rate of change is determined to be at a vehicular movement rate, delivering general information pertaining to locations within a driving distance.

48. (New) The computer-readable storage medium of claim 42 wherein the determining the position of the mobile computing device is based on a GPS signal.

49. (New) The computer-readable storage medium of claim 42 wherein the determining the position of the mobile computing device is based on radiofrequency triangulation when the mobile computing device is located within an enclosed structure.

50. (New) A method performed by a server computing device for selecting and delivering information, comprising:

periodically determining a position of a mobile computing device;

using the periodic determinations of the position of the mobile computing device to determine a direction of movement of the mobile computing device;

selecting, from an information repository, information based on the position and direction of movement of the mobile computing device;

determining whether the mobile computing device is moving toward an entity; and

if the mobile computing device is moving toward the entity, notifying the entity that the mobile computing device is moving toward the entity.